



**WLWT**  
**1700 Young Street**  
**Cincinnati, OH 45202**  
**(513)412-5000**

www.wlwt.com

# CONTRACT

Contract / Revision	Alt Order #	
943510 /	06285424	
Product		
NATL ASSN OF MFR		
Contract Dates	Estimate #	
09/04/12 - 09/05/12		
Advertiser	Original Date / Revision	
National Assoc of Manufacturers 08/20/12 / 08/20/12		
Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WLWT	Izzy Rostovsky	HRP - Los Angeles
Special Handling		
Demographic		
Adults 35+		
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

And:

**Target Enterprises**  
**15260 Ventura Blvd.**  
**Ste 1240**  
**Sherman Oaks, CA 91403-5347**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
											NM	
N 1	WLWT	09/04/12	09/05/12	JUDGE JUDY EF	Judge Judy		:30			NM	2	\$550.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TW----				2	\$275.00			
2	WLWT	09/04/12	09/05/12	530-6p M-F news	530-6p		:30			NM	2	\$1,250.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TW----				2	\$625.00			
3	WLWT	09/04/12	09/05/12	6-630p M-F news	6-630p		:30			NM	2	\$1,400.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TW----				2	\$700.00			
N 4	WLWT	09/04/12	09/05/12	11-1135p M-Su	11-1135p		:30			NM	2	\$2,600.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TW----				2	\$1,300.00			
N 5	WLWT	09/04/12	09/05/12	5-6a news	5-6a		:30			NM	2	\$350.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TW----				2	\$175.00			
N 6	WLWT	09/04/12	09/05/12	DR OZ EF	4PM-5PM		:30			NM	2	\$700.00
				Class of Time - Immediately Pre-emptible without notice								
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
		Week: 09/03/12	09/09/12	-TW----				2	\$350.00			

Totals 12 \$6,850.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/05/12	12	\$6,850.00	\$5,822.50
<b>Totals</b>	<b>12</b>	<b>\$6,850.00</b>	<b>\$5,822.50</b>

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc. does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.